



DATE: July 21, 2010

TO: CFAB Market Development Subcommittee Members

CC: Mr. Robert Maxie, Ms. Kathy Diaz, CDFA

FROM: Karla J. Stockli, Chief Executive Officer

SUBJECT: Market Development Subcommittee Meeting

Chairman Linda Cain has called for a meeting of the CFAB Market Development Subcommittee to be held as follows:

Date: August 2, 2010

Time: 11:30 – 1:00 p.m. (light lunch will be served)

Place: California Fig Advisory Board
600 West Shaw, Suite 300
Fresno, CA 93704

Please RSVP whether or not you will be attending this meeting by July 30, 2010 via email, fax or phone to this office.

MARKET DEVELOPMENT SUBCOMMITTEE

AGENDA

August 2, 2010

1. Call to Order by Chairman Linda Cain
2. Roll Call

MEMBERS

Linda Cain, Chairman
Kevin Herman, Vice Chairman
Maury DeBenedetto
Lisa Jura
Matt Jura

3. Approve Minutes of January 28, 2010
4. 2010-2011 FY Market Development Program and Budget Recommendations
5. Other Business
6. Adjourn

NOTE: Each of the agenda items listed above will include discussion and possible action by the Subcommittee/Board.